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Contact: Bridgette L. Gollinger  
(248) 372-8266  
bridgette\_gollinger@denso-diam.com

## Blue Harmony

### - An integrated and low-cost in-vehicle communications and entertainment solution -

Music. Facebook. Twitter. News. Traffic. Internet – Whatever it is – consumers want to be connected and stay connected even when they're in their car. DENSO has an app for that – Blue Harmony.

DENSO developed Blue Harmony, which is a totally integrated and low-cost communications and entertainment solution for customer's that caters to the end user's individual preferences. Basically, Blue Harmony is an in-vehicle device, located in the centerstack that allows drivers to safely access their consumer electronics devices and services, as well as to connect to outside data sources. The system integrates voice recognition, off-board information and services, Internet radio, hands-free calling, messaging and more. Also, it has USB ports to allow different types of devices to be connected to the system. Blue Harmony uses 802.11 to service the customer's portable devices as a WiFi hotspot, as well as to get data from other WiFi networks into the vehicle. The company currently is working on a Bluetooth protocol to integrate navigation applications from your portable devices to the car.

To help keep drivers hands on the wheel and eyes on the road, Blue Harmony has a powerful and intuitive voice interface, so most of the system's functions and information can be accessed using voice. For example, you can ask the system to read the news, directions or an email.

### Flexibility

One of DENSO's focuses when developing Blue Harmony was flexibility - flexible from the standpoint that it will be compatible with future devices and services that are not even developed yet and flexible from a user-interface design standpoint. This will allow customers to target different vehicle demographics by changes in the user-interface, without re-developing the entire system.

Vehicle-to-vehicle communication technology is an example of one future technology that is already available on the Blue Harmony system.

### Customization

Anything from display settings (wallpapers/themes), to menu options, to screen functions can be customized for an enhanced user experience. Customers also can customize their Blue Harmony home screen – so they can choose what applications are located on their home screen or “play screen”

and can decide where they're placed and what size they want them to be. For example, they can have a special button for their speed dial, have their calendar, their personal music stations and other favorites on the home screen. The customer decides which functions and information are most important to them as they drive their car.

### **Applications**

Like many smart phones, there is an application center where you can download applications and updates to the Blue Harmony system – except these applications are geared toward the driving environment. For example, you can download the Pandora app right to the system. Once installed, you can use your voice to create a Pandora station and store it to your personal Pandora account.

Also, there are many possible applications to help you with your commute.

DENSO's Blue Harmony was first unveiled to the public at the Intelligent Transport Systems and Services (ITS) World Congress in Stockholm, Sweden from Sept. 21-25. The technology is still in the development stages at DENSO.

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